

Built Environment Policy Advocacy Fund (BEPAF)

2020 Request for Proposals

Letter of Interest submission deadline: January 31, 2020 at 5:00pm



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Program Summary

Purpose

The Built Environment Policy Advocacy Fund (BEPAF) is a new program funded by First 5 LA that aims to ensure effective and sustained community-driven policy- and systems-change advocacy action on three built environment focus areas—parks and open space, transportation/mobility, and food security—to benefit children prenatal to age five and their families in the [14 Best Start geographies](#). In partnership with First 5 LA, Prevention Institute will serve as the intermediary for the BEPAF, a program that will advance First 5 LA’s work by supporting nonprofit organizations, established policy advocacy networks, and emerging coalitions to advocate for healthier and more equitable built environment policies, systems, and community conditions in the Best Start geographies. The BEPAF seeks to support innovation in policy- and systems-change advocacy to improve the built environment where children prenatal to age five and their families live, play, and learn, and to inform future philanthropic investments in the built environment. For more on First 5 LA, the Best Start geographies, and Prevention Institute, see Background (page 3).

Overview of Funding Program

- A total of up to \$550,000 will be awarded to up to eight grantees.
- Awards will be made for a one-year period (anticipated: May 2020 – May 2021).
- There will be two categories of awards funded under this program: Policy Advocacy Implementation Grants and Policy Advocacy Incubation Grants. (See Selection Criteria on page 9 for more information on each type of award.)
 - Maximum funding for Policy Advocacy Implementation Grants ranges from \$75,000 – \$100,000 over one year.
 - Maximum funding amount for Policy Advocacy Incubation Grants ranges from \$25,000 – \$50,000 over one year.
- Prevention Institute will determine the number of grants funded in each category.
- All proposals must address at least one of the program’s three priority areas: 1) High-quality parks, open space, and recreation facilities; 2) Safe and reliable transportation/opportunities for mobility; and 3) Food security. Proposals that address the intersection between two priority areas are welcomed.
- Work under this program must take place in one or more of the 14 Best Start geographies.
- The BEPAF encourages applications from a spectrum of organizations and coalitions, from those that are early in their policy- and systems-change advocacy work, up to and including experienced groups that already have campaigns underway. However, the BEPAF is not intended to fund the formation of new coalitions.
- Funds from the BEPAF will not be used to fund direct services, new capital projects, or capital improvement projects. (See Use of Grant Funds on page 11 for other allowable and non-allowable use of funds.)

- **Complete eligibility criteria for all applicants under this program can be found on page 7.** Eligible applicants must be a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code. Applicants must have staff available to work on this project based in LA County. The proposed effort must take place within one or more of the 14 Best Start geographies. Failure to meet all three eligibility criteria will render a proposal ineligible.

Key Dates and Deadlines

- **January 8, 2020** – RFP released (LOIs may be submitted any time before the deadline of January 31, 2020 at 5:00pm)
- **January 13, 2020 from 10:00-11:00am** – Informational webinar for potential applicants (all applicants are expected to participate in the webinar or listen to the recorded version)
 - Register at: www.tinyurl.com/BEPAFLOIWebinar
 - Access the recorded version at: <https://www.preventioninstitute.org/projects/bepaf>
- **January 17, 2020 at 3:00pm** – Final date to submit questions and requests for more information
- **January 21, 2020** – Responses to questions posted
- **January 31, 2020 at 5:00pm** – Letters of Interest (LOIs) due
- **February 14, 2020** – Invitations to Submit Full Proposals issued
- **March 13, 2020 at 5:00pm** – Full proposals due
- **March 30 to April 10, 2020** – Video/in-person site visits with selected finalists (at Prevention Institute’s discretion)
- **April 13, 2020** – Final funding decisions announced
- **May 1, 2020** – Grant period begins
- **May 7, 2020** – BEPAF kickoff convening (attendance required for all grantees)

Proposals must be submitted to Prevention Institute via email at BEPAF@preventioninstitute.org. See page 12 for full instructions on how to apply.

Questions and requests for additional information should be submitted in writing to Prevention Institute at BEPAF@preventioninstitute.org.

Background

About First 5 LA

In 1998, California voters passed Prop. 10, which levied a 50-cent per pack tax on all tobacco products. The resulting tax revenues were earmarked for the creation of a comprehensive system of information and services to advance early childhood development and school readiness within each county in California. In Los Angeles (LA) County, the [First 5 LA](#) Commission was formed as a public entity to develop and oversee various early childhood initiatives and to manage the funding from Prop. 10. Under its [FY2020-2028 Strategic Plan](#), the North Star guiding First 5 LA's work is: By 2028, all children in LA County will enter kindergarten ready to succeed in school and life. First 5 LA recognizes that progress towards this goal requires more than publicly funded, professionally delivered services. Family and community experiences and environments greatly influence the development of a child's brain and ultimately impact children's ability to enter school ready to learn and succeed. Children thrive and families flourish in strong, safe, healthy, and engaged communities—ones where parents, residents, community-based organizations, and advocacy groups have strong relationships, support each other, and act together both to directly support the wellbeing of children and families, and to advocate for policies, services, and investments that improve communities where children live, play, learn, and grow up. Since 2010, along with its countywide investments, First 5 LA has worked to strengthen community leadership and infrastructure in 14 communities in LA County through [Best Start](#), an approach that emphasizes the impact “place” has on a child's development. (See Appendix A for a map of the Best Start geographies and Appendix B for a draft list of community priorities elevated by Best Start families.)

First 5 LA's Focus on the Built Environment

First 5 LA's focus on the built environment comes at an exciting time in LA County. For years, numerous local groups have been advocating alongside residents to improve access to quality parks and open space, safe streets and sidewalks, and healthy food. Between 2016 and 2018, in an unprecedented show of public will and investment, LA voters approved several measures to finance public infrastructure for parks and open space, transportation, and stormwater improvements. During this same period, several landmark policies were enacted to address food insecurity in the region. Not accounting for pre-existing public revenue streams including prior transportation measures and recent statewide bond measures, these new investments will generate over \$1 billion per year for basic community infrastructure that has the potential to promote public health and safety, healthy early child development, and a more sustainable future for LA.¹ These public policies and funding measures also hold the promise of reversing generations of built environment inequities by focusing on our region's most under-resourced and divested communities. All this creates an incredibly rich landscape of opportunity to innovate and build support for new policies, change existing policies, and implement policies in ways that improve health and equity outcomes for children prenatal to age five, their families, and their communities.

¹ Carter, V., Pastor, M., & Wander, M. (2018). Measures Matter: Ensuring Equitable Implementation of Los Angeles County Measures. *Program for Environmental and Regional Equity, University of Southern California*. <https://dornsife.usc.edu/per/measures-matter-la/>

With the BEPAF, First 5 LA seeks to invest strategically, in the places that need resources the most, and for the types of efforts that will yield benefits for children prenatal to age five, their families, and their communities. These investments will take into account the fact that the system that created built environment inequities *in the first place* is still in place and many practices continue to reinforce the status quo. That means recognizing that deeper systems-change is needed to realize the promise of these investments. Central to this vision is a thriving “ecosystem” of organizations and engaged community residents working together in complex and interdependent ways, just as in an ecological ecosystem. Collectively, this ecosystem of advocates is working to secure policy- and systems-changes that will result in more equitable investment patterns and healthier built environment conditions.

Across LA County, there are numerous organizations leading highly effective built environment *projects* (such as transforming vacant land into public spaces or parks) or leading *programs* (like providing physical education to children and families to activate those public spaces) but there are fewer groups focused on *policy- and systems-change advocacy* to address the root causes of built environment inequities that undermine the health and wellbeing of children prenatal to age five, their families, and their communities. This type of advocacy work requires advocates and a host of organizational capacities, skills, and knowledge that are distinct from those required for doing projects and programs.

Policy- and systems-change advocacy is a methodology that can be applied to any built environment issue area. For the purposes of this RFP, “policy- and systems-change advocacy” encompasses a broad range of activities related to policy change, practice change, and will building—the three approaches to systems-change articulated in First 5 LA’s 2020-2028 Strategic Plan. These include but are not limited to:

- Administrative and/or budgetary changes
- Adoption of new policies, changes to existing policies, and oversight of the implementation of policies or funding measures
- Base-building/community organizing
- Communications and narrative change
- Community engagement and coalition building
- Cultivation of potential organizational allies and elected champions
- Policy research, identification of potential policy objectives, and strategy development
- Resident/member leadership development

Discussions with community-based organizations and advocacy groups led First 5 LA to an understanding that nonprofit organizations often lack the resources and capacity required to maximize the long-term effectiveness of their policy- and systems-change advocacy work. Yet their deep involvement is critical for building community capacity to lead and engage in decision-making processes, reverse inequities in the built environment, and ensure the sustainability of gains obtained through this historic public investment in the built environment.² First 5 LA’s recognition of this critical reality contributed to the creation of the Built Environment Policy Advocacy Fund (BEPAF).

² Ito, J., & Pastor, M. (2018). A Pivot to Power. *Program for Environmental and Regional Equity, University of Southern California*. <https://dornsife.usc.edu/perere/tce-organizing-evaluations>.

Goals of the BEPAF

The big idea behind the BEPAF program is to use policy- and systems-change advocacy strategies to improve access to: 1) high-quality parks, open space, and recreation facilities; 2) safe and reliable transportation/opportunities for mobility; and 3) food security for children prenatal to age five and their families in the Best Start geographies. The BEPAF is a multi-year program funded by First 5 LA that will advance this goal by supporting community-based organizations to develop and implement effective, culturally competent built environment policy- and systems-change advocacy initiatives in the Best Start geographies. Prevention Institute will re-grant funding from First 5 LA and provide technical support to help grantees improve their policy- and systems-change advocacy strategies and, in partnership with Ersoylu Consulting, evaluate learnings and outcomes to inform the BEPAF and future philanthropic investments in the built environment.

The BEPAF focuses on reaching children in the 14 Best Start geographies who are at greatest risk for experiencing inequities, with limited access to well-maintained parks and recreational facilities, safe streets, and healthy foods and where they live and/or attend school or care institutions. Prevention Institute recognizes that there are intersections between these built environment priority areas and other critical community issues such as environmental justice, affordable housing, displacement, and more. We welcome BEPAF grant applicants to articulate these intersections as part of your analysis of the built environment landscape in which you are working, however the focus of BEPAF proposals must be on parks and open space, transportation/mobility, and/or food security.

Goals of the BEPAF include:

- 1) Expand and sustain the ecosystem of built environment policy- and systems-change advocacy advocates in the Best Start geographies by:
 - a) Strengthening the organizational capacity of nonprofits, networks, and coalitions working on built environment policy- and systems-change advocacy to benefit children prenatal to age five.
 - b) Building the capacity of parents and community residents in Best Start geographies to engage in built environment policy- and systems-change advocacy work.
- 2) Influence policy- and systems-changes that will ensure more equitable built environment conditions for children prenatal to age five and their families in the Best Start geographies by:
 - a) Supporting policy- and systems-change advocacy to advance equitable outcomes in three focus areas of the built environment: parks and open space, transportation/mobility, and food security.
 - b) Influencing systems—such as institutional practices, procedures, and resource allocations—to ensure more equitable policy implementation.
 - c) Evaluating learnings and outcomes to inform future philanthropic investments in the built environment realm.

Desired Outcomes of the BEPAF

As mentioned above, there are two categories of awards funded under BEPAF program in this round of funding. The intention of the first award category (Policy Advocacy Implementation Grants in the range of \$75,000 to \$100,000) is to support established policy advocacy organizations and networks that have strong track records to make a significant impact in the development or implementation of built environment policy- and systems-changes to benefit children prenatal to age five in the Best Start geographies. Grantees should articulate a plan to substantively engage parents/residents in one or more Best Start geography, strengthen grassroots capacity for policy- and systems-change advocacy, and serve as a network hub in their built environment focus area. From **Policy Advocacy Implementation Grantees**, we expect to see policy and systems level outcomes as evidenced by:

- Adoption of (or significant and measurable progress towards the adoption of) new policies or systems-changes; changes to existing policies; or oversight of the implementation of policies or funding measures to advance equity in parks and open space, transportation/mobility, and/or food security for children prenatal to age five and their families in the Best Start geographies.

The intention of second award category (Policy Advocacy Incubation Grants in the range of \$25,000 to \$50,000) is to support and grow the ecosystem of built environment policy- and systems-change advocacy groups working to benefit children prenatal to age five in the Best Start geographies. These funds are intended to support grantees' advocacy planning efforts and build their organizational capacity on built environment issues or policy- and systems-change advocacy methods, including meaningfully engaging parents/residents in Best Start geographies. From **Policy Advocacy Incubation Grantees**, we expect to see planning outcomes as evidenced by reporting and documentation of policy- and systems-change advocacy plans, processes, tools, and materials, including (but not limited to):

- Built environment policy research and identification of potential policy objectives;
- Cultivation of potential organizational allies and elected champions;
- Development of a resident engagement and leadership development plan.

From all grantees, **both Policy Advocacy Implementation Grantees and Policy Advocacy Incubation Grantees**, we also expect to see field level outcomes as evidenced by:

- Increased policy- and systems-change advocacy capacity among organizations, networks, and coalitions working on built environment issues in Best Start geographies;
- Increased community organizing and/or community engagement capacity among organizations, networks, and coalitions working on built environment issues in Best Start geographies;
- Increased parent/resident capacity to engage in built environment policy- and systems-change advocacy in Best Start geographies; and
- Establishment of new connections between built environment policy advocates.

Program Management

The BEPAF is a program funded by First 5 LA. [Prevention Institute](#) will serve as intermediary, managing all aspects of the program including selecting grantees and administering grants, convening a grantee

learning community, providing technical assistance and supporting grantee capacity building, and (in partnership with Ersoylu Consulting) evaluating and sharing learnings and outcomes from the BEPAF. Founded in 1997, Prevention Institute is a national nonprofit dedicated to promoting health, safety, and wellbeing through thriving, equitable communities. Prevention Institute has a demonstrated track record building networks and coalitions to influence policies and systems impacting the built environment. Since 2014, this includes convening the Healthy Equitable Active Land Use (HEALU) Network, a multi-sector collaborative that works to improve health equity through land use/built environment policy- and systems-change advocacy in LA County. [Ersoylu Consulting](#) will lead the BEPAF learning and evaluation activities. Since 2007, Ersoylu has provided strategy, evaluation, policy analysis, and systems consultation to strengthen systems and empower communities in the social justice space.

Eligibility Criteria

To be eligible for a grant under this Request for Proposals, applicants for both award categories must meet the following criteria:

1. Applicant must be a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code. Local affiliates of national organizations are eligible to apply. Organizations that are fiscally sponsored by a 501(c)(3) are eligible. Coalitions are eligible as long as the lead applicant organization meets all other eligibility criteria. Organizations classified as private foundations under Section 509(a) are not eligible. Government agencies are not eligible. Universities or academic institutions are not eligible to be the lead applicant; however they may serve as a coalition partner to the lead applicant.
2. Applicant must have staff available to work on this project based in Los Angeles County.
3. Work under this program must take place in one or more of the [14 Best Start geographies](#).

Please note that organizations currently receiving funding from First 5 LA (current contractors/grantees) are eligible to apply for grants under this program.

Key Definitions and Examples of Built Environment Policy- and Systems-Change Advocacy

For purposes of this RFP, find key definitions below:

- **Advocacy:** Involves coordinated efforts by a group of allied organizations to strategically advance and build support for practice change, collective will-building, new policies, changes to existing policies, as well as policy implementation and enforcement to improve health and equity outcomes for children prenatal to age five and their families.
- **Built environment:** The human-made structures, features, and facilities where people live, learn, work, and play.
- **Capacity-building:** Increasing the wide range of capabilities, knowledge, and resources that organizations need to be effective in their policy- and systems-change advocacy work. This includes but is not limited to: base-building/community organizing, community engagement and coalition building, communications and narrative change, research and policy/strategy development, resident or member leadership development, and staff development.

- **Coalition:** A group of people or organizations that get together, share responsibilities, bring attention and action to a specific and common goal, and may disband after achieving their goal.³
- **Food security:** The ability at all times to access enough food to meet your nutritional needs and lead a healthy life.
- **Network:** A set of organizations that evolve over time with no necessary convener, do not have to be formal or intentional, and work towards a specific goal or for broader support function. Networks create a space to better understand the efforts of others and to facilitate the sharing of information, strategy, and resources.⁴
- **Policy:** Decisions by elected or appointed bodies or agencies that guide and influence future actions, procedures, or resource allocations by related entities that administer, implement, or are covered by the policy. Typically, policies include laws, ordinances, administrative rulings, and regulations, among other types. Policy is distinct from programs, physical (or “brick and mortar”) projects, and direct services (which will not be funded through the BEPAF).
- **Systems-change:** Encompasses a broad set of interrelated changes including the norms, resources, behaviors, learned habits, culture, authority/decision-making, and patterns operating within the legal, regulatory, social, and community environment. First 5 LA’s three approaches to systems-change include policy change, practice change, and will building.⁵
- **Will building:** Efforts to build and sustain the will, relationships, and networks to change norms, attitudes, behaviors, and beliefs.⁶

Examples of built environment policy- and systems-change advocacy include **but are not limited to:**

- Engaging parents/residents to identify and advocate for the needs of young children in their community related to access to parks and open space, transportation/mobility, and food security.
- Advocating for a safe, equitable, and affordable transportation system for children prenatal to age five and their families (e.g., implementation of LA Metro’s Equity Platform and Equity Focused Communities).
- Creating or implementing policies to increase food security for children prenatal to age five and their families (e.g., Healthy Food Zones, Urban Agriculture Incentive Zones, Street Vendor policy, Healthy Food Cart Initiative, SNAP and Market Match at farmers’ markets, CalFresh requirements, Living Schoolyards).
- Ensuring equitable distribution of public resources for parks or transportation infrastructure for children prenatal to age five and their families (e.g., Measure A or Measure M implementation).
- Improving the regulation of/limiting alcohol outlets, particularly around early care and education centers, as it intersects with food security (e.g., SAAFE policy in LA County).

³ Sahagún, A. (2014). Collaboration, Coalition, Networks: What’s the difference? <https://arilikeairy.org/collaboration-coalition-networks-whats-the-difference/>

⁴ Ibid.

⁵ First 5 LA. (2019). 2020-2028 Strategic Plan. https://www.first5la.org/uploads/files/2020-2028-strategic-plan_412.pdf

⁶ Ibid.

Selection Criteria

A total of up to \$550,000 will be awarded to up to eight grantees in this round of funding. Grants will be for a one-year period (anticipated: May 2020 – May 2021). There will be two categories of awards funded under this program in this round of funding: Policy Advocacy Implementation Grants ranging from \$75,000 – \$100,000 and Policy Advocacy Incubation Grants ranging from \$25,000 – \$50,000. Prevention Institute is interested in funding a spectrum of eligible organizations and coalitions, from those that are early in their policy advocacy work, up to and including experienced groups that already have campaigns underway, however the BEPAF is not intended to fund the formation of new coalitions. Prevention Institute, in partnership with First 5 LA, reserves the right to determine the number of grants funded in each category. The following information on selection criteria is divided into two sections:

1. Criteria applicable to all applicants; and
2. Additional criteria applicable to Policy Advocacy Implementation Grant applicants only.

Selection Criteria for All Applicants

After meeting all three of the Eligibility Criteria listed on page 7, above, **LOIs and full proposals for both categories of grants (Policy Advocacy Implementation Grants and Policy Advocacy Incubation Grants) will be reviewed and scored based on the following criteria:**

- A. The proposed project takes place in one or more of the 14 Best Start geographies.
- B. The applicant is able to clearly convey the built environment problems and inequities related to at least one of the program's three priority areas: high-quality parks, open space, and recreation facilities; safe and reliable transportation/opportunities for mobility; or food security; as well as linkages to other equity issues facing the community (or communities) where the proposed project will take place.
- C. The applicant has a demonstrated track record of working in and with low-income communities and/or communities of color, and has leadership, membership, and/or constituencies that reflect the populations served. The proposal includes strategies to engage individuals, including parents in the Best Start geographies, most impacted by the problem in leadership roles.
- D. The applicant is committed to policy- and systems-change advocacy and demonstrates a successful track record of at least two years in community-driven policy- and systems-change advocacy work.
- E. The applicant demonstrates an understanding of the built environment context/landscape in which they are working and the potential policy- and systems-change opportunities that exist.
- F. The applicant communicates a depth of analysis of how the built environment landscape/ context in which they are working affects the development and health of children prenatal to age five and their families. The proposed project would advance policy- and systems-change advocacy innovation to improve equitable access for children prenatal to age five and their families to high-quality parks and open space, transportation/mobility, and/or food security.
- G. The proposed methodology for achieving the outcomes is clear, cogent, and ideally reflects best practices in power-building and community-driven policy advocacy practice, including but not limited to: base-building/community organizing; community engagement and coalition-building;

resident or member capacity-building and leadership development; research and policy/strategy development; and communications and narrative change.

- H. The applicant organization has demonstrated administrative infrastructure and fiscal management capacity to support successful policy- and systems-change advocacy work.
- I. The broader community has access to organizational and/or community assets to build upon and resources that can be leveraged to address these problems including but not limited to: resident members; organizational partners; support from agencies, elected officials, or academic institutions; existing baseline policies; and other funding resources.
- J. The applicant and its partners have the commitment and articulated willingness to invest organizational resources to fundraise to sustain the work beyond the grant period.
- K. The proposed project has the potential to:
 - i. Create the conditions conducive for policy- and systems-change advocacy that advances built environment equity;
 - ii. Increase built environment policy- and systems-change advocacy capacity for the applicant, its coalition members, and/or parents/residents in Best Start geographies;
 - iii. Increase community organizing and/or community engagement capacity for the applicant, its coalition members, and/or parents/residents in Best Start geographies;
 - iv. Increase parent/resident capacity to engage in built environment policy- and systems-change advocacy in Best Start geographies; and
 - v. Demonstrate establishment of new connections to and among the ecosystem of built environment policy advocates in LA County.

Additional Selection Criteria for Policy Advocacy Implementation Grants Only

After meeting all the Eligibility Criteria and Selection Criteria applicable to all applicants listed above, **LOIs and full proposals for Policy Advocacy Implementation Grants will be reviewed and scored based on the following additional criteria:**

- L. The applicant demonstrates a successful track record of at least two years in community-driven policy advocacy to advance equity in the built environment related to parks and open space, transportation/mobility, or food security.
- M. The proposed project has the potential to result in significant and measurable progress towards the adoption of new policies/practices, changes to existing policies/practices, or oversight of policy implementation to advance equity related to parks and open space, transportation/mobility, and/or food security.

Learning and Evaluation

Prevention Institute is committed to growing and nurturing the ecosystem of built environment policy advocates across LA County. During the funding period, grantees will participate in a BEPAF learning community which will include the following learning and capacity building activities:

- Kickoff convening
- Cohort learning and capacity-building sessions (to be held approximately quarterly)

- Year-end convening
- Grantees will also have access to support including site visits and tailored technical assistance to strengthen their organizational capacity, effectiveness, and/or built environment knowledge.

All grantees will participate in evaluation efforts led by Ersoylu Consulting. Grantees are expected to meet all programmatic and financial reporting requirements.

Use of Grant Funds

The following expenses are allowable and may be included in the requested grant budget:

- Project staff salaries and consultant fees
- Costs related to data collection and analysis and dissemination of findings
- Costs related to engagement of community members and other stakeholders
- Meetings, supplies, project-related travel, and other direct project expenses, including a limited amount of equipment essential to the project
- Office space or project-related facilities rental
- Indirect costs (e.g., overhead/operations expenses): We anticipate that this would not be more than 10-15% of the total grant funds. However, indirect rates vary depending on what elements are included in the rate and should be justified by the applicant.

The following expenses are not allowable and should not be included in the requested grant budget:

- Lobbying-related activities and expenses (while education regarding a policy issue is an eligible activity, BEPAF funding may not support lobbying for specific policies or legislation, or lobbying of any policymaker, local, state, or federal legislative organization)
- Activities and expenses to influence voters to support or oppose any candidate, specific legislation, or ballot measure
- Direct services, development of curricula to be used for direct services, or salary for new or existing staff to provide direct services
- Tuition or professional membership dues
- New capital projects or capital improvement projects, including costs associated with construction and renovation
- Voter registration drives
- Endowments
- Fundraising events
- Support solely for existing operations
- Activities with religious purposes
- Grants to individuals
- Operating deficits or retirement of debt
- Organizational capacity building activities of public agencies or private foundations

How to Apply

There are two stages in the competitive application process:

- 1) All applicants must submit a Letter of Interest (LOI) that describes the proposed project, along with a preliminary budget. LOIs may be submitted any time before the deadline of 5:00pm on January 31, 2020.
- 2) Invited applicants, selected among successful LOIs which meet all eligibility requirements, will then be asked to submit a full proposal, line-item budget, and budget narrative for a one-year grant, as well as other required application forms. Among invited applicants, selected applicants may be requested to participate in a required video/in-person site visit with Prevention Institute between March 30 and April 10, 2020.

All application materials should be submitted to Prevention Institute via email at BEPAF@preventioninstitute.org. All questions regarding this RFP should be directed via email to BEPAF@preventioninstitute.org. Applicant will receive an auto-response confirming receipt of their email. Applicant is responsible for ensuring submission of materials that are complete and meet all stated eligibility requirements. Prevention Institute will not be responsible for any technical problems or submission failure. Failure to submit all required documents by the times and dates specified in this RFP may constitute an incomplete proposal and may be grounds for disqualification.

All potential applicants are expected to participate in an informational webinar at 10:00am on January 13, 2020 (or listen to the recorded version) to learn more about this RFP. Please register for the webinar at: www.tinyurl.com/BEPAFLOIWebinar. After registering, you will receive a confirmation email containing information about joining the webinar. A recording of the webinar will also be made available on Prevention Institute's BEPAF webpage on January 14, 2020, where Q&A will also be posted by January 21, 2020: <https://www.preventioninstitute.org/projects/bepaf>.

Prevention Institute may make changes to this RFP. Changes, if any, will be posted on Prevention Institute's BEPAF webpage: <https://www.preventioninstitute.org/projects/bepaf>. It is the responsibility of applicants to ensure, prior to submission, that their application reflects the most recent information and RFP requirements. Failure to address the requirements of any modifications may result in the application not being considered, at the sole discretion of Prevention Institute.

Application Review Process

1. Applicants submit Letters of Interest (LOIs).
2. A review panel consisting of Prevention Institute and First 5 LA staff will review all LOIs.
3. A subset of applicants who submitted high-scoring, eligible LOIs will be invited to submit full proposals.
4. A review panel consisting of Prevention Institute and First 5 LA staff will review all complete full proposals submitted by the due date.

5. Selected finalists may be requested to participate in a video/in-person site visit, at the discretion of Prevention Institute. If requested, video/in-person site visits are mandatory.
6. In collaboration with First 5 LA staff, Prevention Institute will make and announce final funding decisions.

Application Stage 1: Letter of Interest

All applicants must submit a Letter of Interest (LOI) via email to BEPAF@preventioninstitute.org no later than 5:00pm on January 31, 2020. Applicants may submit their LOI any time before this deadline.

Narrative: The LOI should be 2-4 pages maximum, single spaced, 12-point font, with one-inch margins. The LOI should describe and be organized around the following:

1. The Best Start geography (or geographies) where the proposed policy- and systems-change advocacy project will take place. The community's (or communities') built environment context and the problem(s) and inequities the project will address. Please be explicit about how these conditions affect children prenatal to age five and their families.
2. Description of the target community (or communities), including relevant demographic, socioeconomic, and health information.
3. Overview of proposed policy- and systems-change advocacy vision, goal(s), and activities. (Applicants invited to the full proposal round will be asked for additional details about their proposed policy- and systems-change advocacy efforts.)
4. Overview of how community residents (including children prenatal to age five and their families), Best Start partnerships, or applicant organization's (or coalition's) members will be impacted and engaged by the policy- and systems-change advocacy project.
5. Organizational background of the applicant and its experience working on built environment, health, and equity issues.
6. The policy- and systems-change advocacy track record of the applicant organization, project staff, and coalition or project partners, including successful policy- and systems-change advocacy initiatives, particularly those related to the built environment (if applicable).
7. Assets and contributions that are available to support the project (e.g., in-kind or staffing contributions, coalition resources, resident involvement, collaborations and partnerships, etc.)

Supporting Documentation: With the LOI, all applicants must submit the following documents:

- A. A cover page (one-page maximum) listing the following information:
 - Name of applicant
 - Contact person
 - Mailing address
 - Email address and phone number
 - The BEPAF grant category for which the applicant is applying: Policy Advocacy Implementation Grant or Policy Advocacy Incubation Grant
- B. A preliminary budget (one-page maximum, using the template provided in Appendix C). Please refer to the Use of Grants section on page 11 for allowable and non-allowable budget items.

Application Stage 2: Full Proposal (By Invitation Only)

Following review of the LOIs by Prevention Institute and First 5 LA staff, a subset of eligible applicants will be invited to submit a full proposal. Applicants will be notified via email if invited to submit full proposals by February 14, 2020. **All full proposals must be submitted via email to BEPAF@preventioninstitute.org no later than 5:00pm on March 13, 2020.**

Narrative: The proposal narrative should be up to 10 pages maximum, single spaced, 12-point font, with one-inch margins. The narrative should describe and be organized around the following:

1. **Problem Statement:** Identify the Best Start geography (or geographies) where the proposed project will take place. Describe the built environment problem(s) and inequities—specifically related to parks and open space, transportation/ mobility, or food security—facing the community (or communities) in which the applicant plans to work, and how these problems link to other community conditions and concerns. Please be explicit about how these conditions affect children prenatal to age five and their families. *(One-page maximum)*
2. **Policy Advocacy Landscape:** Assess and analyze the built environment landscape specific to the proposed project, including policy- and systems-change advocacy opportunities it presents and the challenges that must be overcome to achieve a healthier and more equitable park, transportation, or food system in the target community. Please be explicit about how the project will affect children prenatal to age five and their families. *(One-page maximum)*
3. **Vision, Goals, and Activities:** Specify the overall vision of your proposed policy- and systems-change advocacy project, the specific goals you will work towards, and the activities you will undertake, calibrated for a one-year grant period while envisioning potential future funding. Include a timeline or timeframes for activities. Describe how your vision, goals, and activities are rooted in the evidence base of best practices in power-building and community-driven policy- and systems-change advocacy practice (e.g., base-building/community organizing, community engagement and coalition-building; resident or member capacity-building and leadership development; research and policy/strategy development; and communications and narrative change). *(Two pages maximum)*
4. **Community Involvement:** Provide details about how community residents (including children prenatal to age five and their families), Best Start groups, or applicant's members impacted by the built environment problem will be involved in the policy- and systems-change advocacy project. Describe advocacy capacity building and leadership development opportunities to be provided to these individuals. *(One-page maximum)*
5. **Preliminary Work Plan:** Provide a preliminary work plan to implement the project activities during the one-year grant period (see Appendix D for a template). Note: Grantees will be expected to refine their work plan upon receipt of contract in consultation with Prevention Institute. *(Two pages maximum)*
6. **Assets and Resources:** Identify assets and resources that are available to support the proposed project (e.g., in-kind or staffing contributions, coalition assets or resources, members or resident contributions, previous work towards policy goals, collaborations or partnerships with academic institutions or researchers, leveraged funding, etc.) *(½-page maximum)*

7. Organizational Background: Describe the organizational background of the applicant and its administrative and fiscal capacity to undertake the proposed project. Summarize its track record working on successful policy- and systems-change advocacy initiatives related to the relevant built environment topic as well as health and equity issues. Identify coalition partners and describe their roles in the project (if applicable). *(One-page maximum)*
8. Compliance with Non-Lobbying Requirements: Clarify how the applicant organization and project partners will comply with restrictions on First 5 LA funding, specifying that these resources cannot be used for lobbying. Describe how the applicant will undertake and fund their lobbying, if relevant, in light of these restrictions. *(One-paragraph maximum)*
9. Sustainability: Describe proposed strategies for project sustainability beyond the grant period. *(½-page maximum)*
10. Innovative Solutions for Children Prenatal to Age Five: Describe how the proposed project would advance policy- and systems-change advocacy innovation to improve equitable access for children prenatal to age five and their families to high-quality parks and open space, transportation/mobility, or food security. *(½-page maximum)*

Supporting Documentation: With the full proposal, all applicants must submit the following documents:

- A. A cover page (one-page maximum) listing the following information:
 - a. Name of applicant
 - b. Contact person
 - c. Mailing address
 - d. Email address and phone number
 - e. The BEPAF grant category for which the applicant is applying: Policy Advocacy Implementation Grant or Policy Advocacy Incubation Grant
- B. A budget and a budget narrative covering the one-year grant period (three-page maximum combined, using the templates provided in Appendix E and Appendix F). Please refer to the Use of Grants section on page 11 for allowable and non-allowable budget items.
- C. Brief bios for key project staff (one-page maximum).
- D. A completed statement assuring that First 5 LA funds will not be used for lobbying purposes or other restricted expenses and activities, and indicating agreement with the proposed project strategy and policy- and systems-change advocacy activities (using the template provided in Appendix G).
- E. Optional: Applicants have the option to—but are not required to—provide up to three letters of support from coalition partners that will collaborate with the applicant on the proposed policy- and systems-change advocacy effort and/or provide in-kind staff or resources (one-page maximum per letter, no more than three letters total).

Please note: A certificate of insurance will be required of all funded grantees. Full insurance requirements will be included in the final contract. For more information on insurance requirements, please contact BEPAF@preventioninstitute.org. (See Appendix H for a sample grant award agreement.)

Timeline

- **January 8, 2020** – RFP released (LOIs may be submitted any time before the deadline of January 31, 2020 at 5:00pm)
- **January 13, 2020 from 10:00-11:00am** – Informational webinar for potential applicants (all applicants are expected to participate in the webinar or listen to the recorded version)
 - Register at: www.tinyurl.com/BEPAFLOIWebinar
 - Access the recorded version at: <https://www.preventioninstitute.org/projects/bepaf>
- **January 17, 2020 at 3:00pm** – Final date to submit questions and requests for more information
- **January 21, 2020** – Responses to questions posted
- **January 31, 2020 at 5:00pm** – Letters of Interest (LOIs) due
- **February 14, 2020** – Invitations to Submit Full Proposals issued
- **March 13, 2020 at 5:00pm** – Full proposals due
- **March 30 to April 10, 2020** – Video/in-person site visits with selected finalists (at Prevention Institute’s discretion)
- **April 13, 2020** – Final funding decisions announced
- **May 1, 2020** – Grant period begins
- **May 7, 2020** – BEPAF kickoff convening (attendance required for all grantees)

Appendices

- A. Map of the Best Start geographies
- B. List of Best Start community priorities (working draft)
- C. LOI preliminary budget template (required of all applicants)
- D. Full proposal preliminary work plan template*
- E. Full proposal budget template*
- F. Full proposal budget narrative template*
- G. Statement template assuring that First 5 LA funds will not be used for lobbying purposes or other restricted expenses and activities, and indicating agreement with the proposed project strategy and policy- and systems-change advocacy activities*
- H. Sample BEPAF grant award agreement

**Required only for applicants that are invited to submit a full proposal. Additional details to be provided to applicants invited to submit full proposals.*

Please direct all questions about the RFP to BEPAF@preventioninstitute.org.